

design. typog- raphy. repair.

Typography Fundamentals

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UC Berkeley design 450.9-027

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DESIGNED BY ULIANA IOTCHENKO

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*Dedicated to my friend ROBERT, whose support has been my
guiding light, inspiring me through every creative twist and turn.*

Design. Typography. *Repair.*

This book contains design repairs made within Typography Fundamentals, UC Berkeley. Each repair is accompanied by an explanation of the problem and the solution.

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type repair 1

by Uliana lotchenko

store sign

Before



14 JUL 2023

The sign is barely readable because of the poor color contrast between the text and the background. The font used for the text is handwritten and not bold, which makes it even more difficult to read. The tiny shadow or outline around the letters gives the sign an outdated appearance. The text line below the company name is also barely readable due to the small font size. The logo "elephant" does not support the text. Two elephants are extra on the sign.

After



Header: Gambado
Sans Forte
Subheader: Pink
Chicken Regular

14 JUL 2023

For the sign, I chose a eye-catching font, bold and playful, which worked well for the theme. I emphasized the name of the company by using the most contrasting color, so the viewer would first memorize the name rather than other elements in the design. I made the logo large and look like an elephant picking from the edge. This made the distance between the elephant and the viewer smaller, and I think this logo gives a good friendly feeling. I used a more readable font for the additional text, but in the same style as the company prefers: handwritten and playful as well.

sign.

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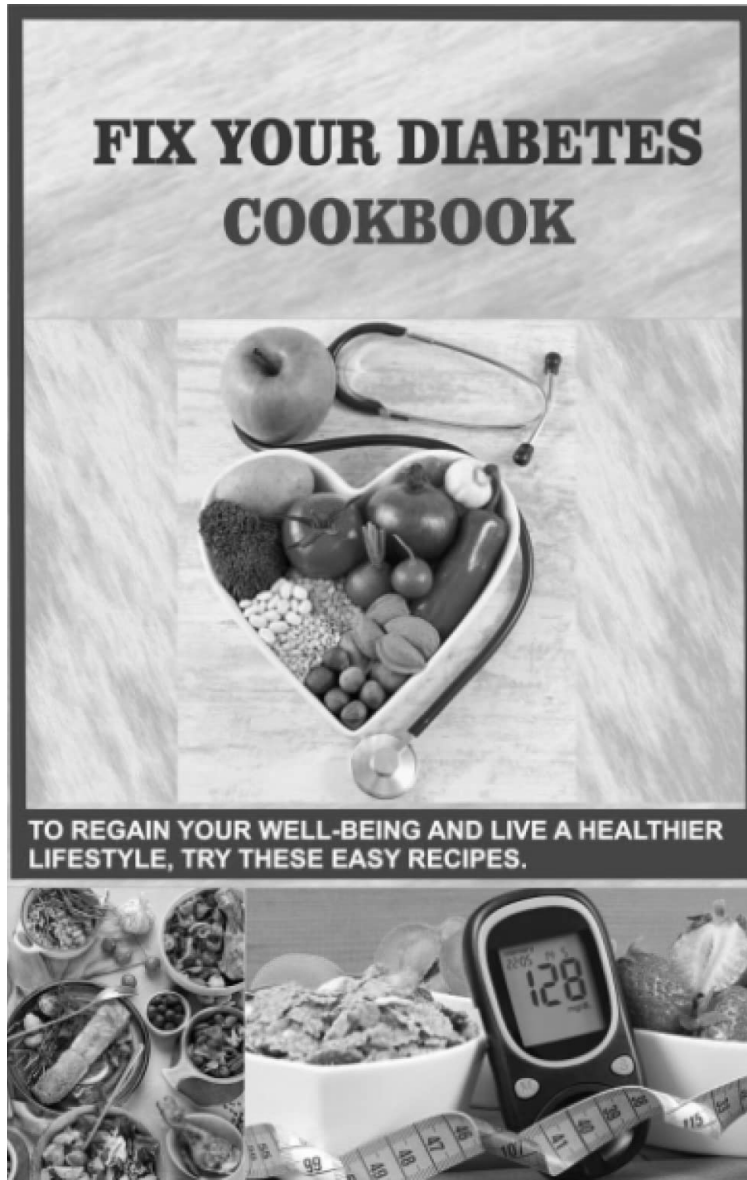


type repair 2

by Uliana lotchenko

book cover

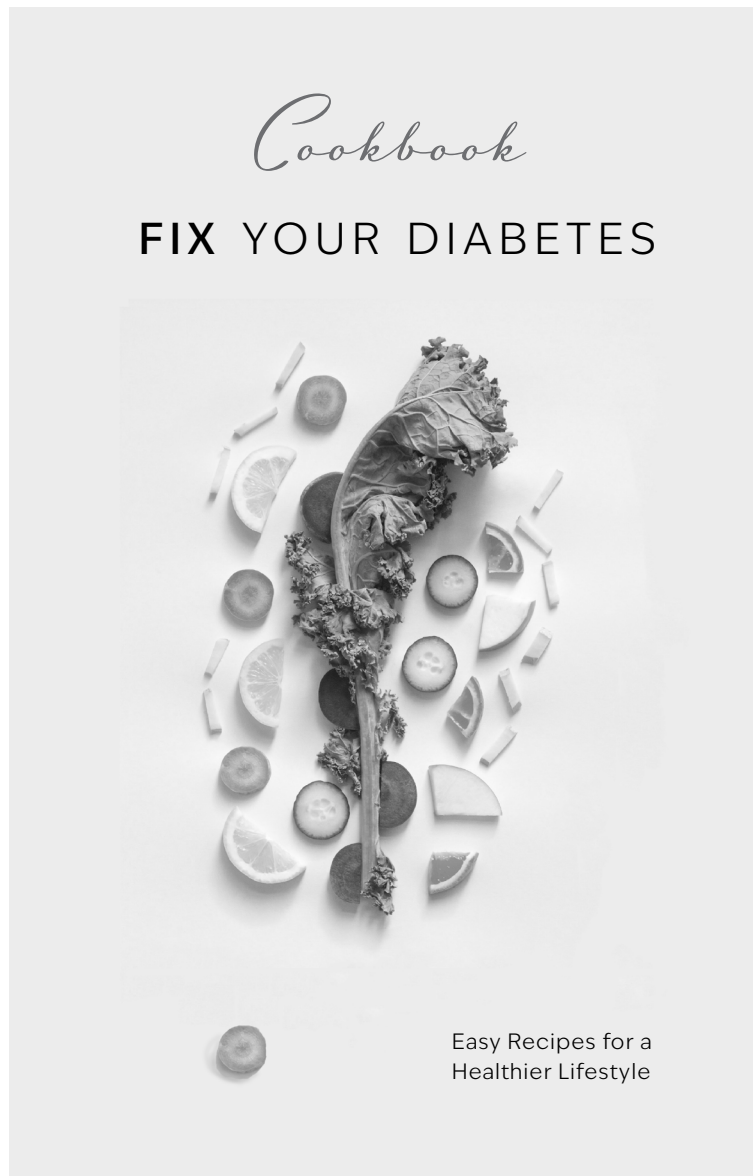
Before



20 JUL 2023

The cover design is cluttered and outdated. The background is too busy and the textures are unnecessary. The font creates a good contrast, but the letter spacing is too small, making the text difficult to read. The text at the bottom is also hard to read because there is not enough leading, or space between the lines. In this case, using all caps is not a good choice, as the line is long. Moreover, the text does not have enough breathing room.

After



Header: IvyEpic Light/
Medium, small caps,
lts 100
Subheader: Luxus
Brut Regular
Body: IvyEpic Light

20 JUL 2023

I chose an elegant sans serif font, IvyEpic, for the header, light weight at 23 pt, and the light weight at 8 pt for the additional text at the bottom. This font gives a modern sense to a design, and it is still readable even in lowercase. For the subheader "Cookbook," I used a script typeface, "Luxus Brut", 35 pt. This font gives a sense of lightness and its hand-drawn style gives a sense of something handmade, which I think is important for the cooking theme. Overall, my font choice helped create a light design that relates to the new way of life full of well-being and healthy style.

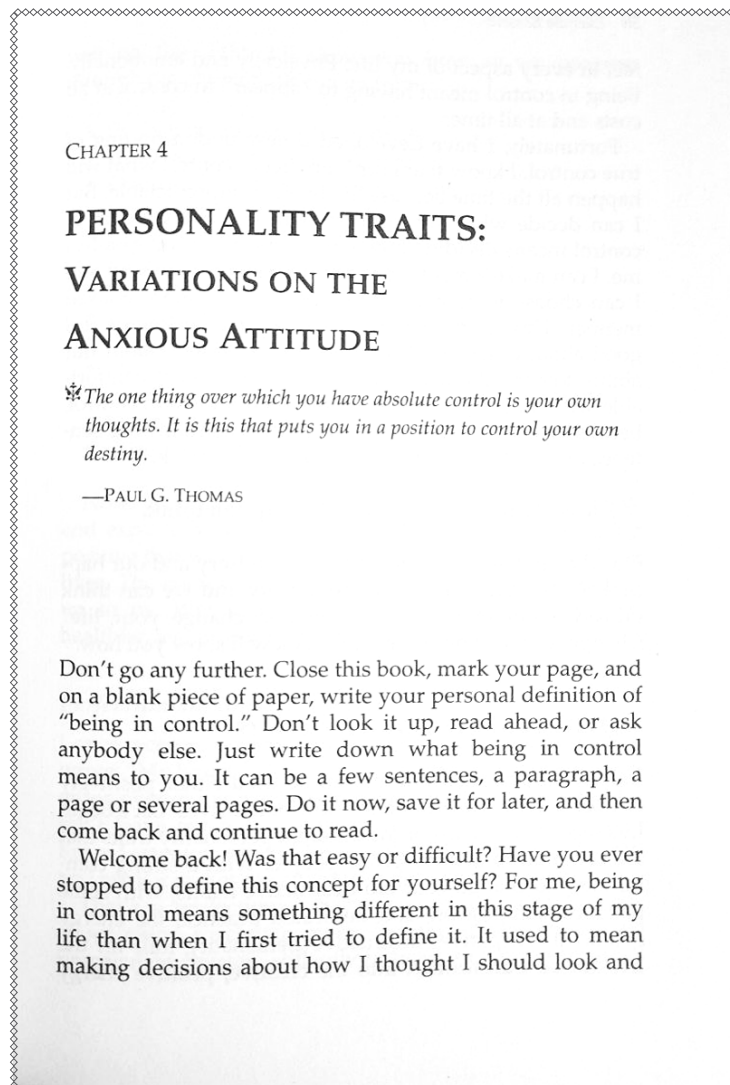
type repair 3

by Uliana lotchenko

chapter opener

Before

27 JUL 2023



I have found an issue with the header. In my opinion, the combination of capital letters and small caps is not aesthetically pleasing. The header also looks like three separate lines. The capital letters on the second and third line create a sense of new, separate sentences, though this is only a one-sentence header. Additionally, the mark before

the quote seems unnecessary and does not work properly. It is floating.

Tasks to make chapter opener more clear and modern:

Fix the header.

Make the header easier to read. Give the quote a new look. Emphasize the attention to the beginning of the body text.

After

27 JUL 2023

PERSONALITY TRAITS: VARIATIONS ON THE ANXIOUS ATITUDE

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Paul G. Thomas

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Header: 18/27 Mantinia CC Regular caps

Quote: 9/14 Georgia Pro light Italic

Author of the quote: 9/14 Georgia Pro light small caps, Itsp 50

Body: 10/18 Georgia Pro regular

First phrase: 10/18 Georgia Pro Semibold small caps, Itsp 50

I gave the chapter opener a new modern look, where we can clearly see where the header, quote, and start of the body text are. First, the reader sees the header and knows it's a new chapter because of the large number "4". The quote is in a

different color with less contrast because I think it's additional information, and it's in italics so the viewer knows it's something they should pay attention to. It's not as visible, but it still attracts attention because of the new style.

type repair 4

by Uliana lotchenko

page with 2 levels of headings

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A-Head: 14/16 Merriweather Sans light small caps, Itsp 100 interlinear spacing: 48 pt above and 16 pt below
B-Head: 10/16 Merriweather SemiBold interlinear spacing: 16 pt above and 0 pt below
Body: 9/16 Merriweather regular
Folio: 8 pt Merriweather Sans SemiBold

colophon

Cover Page

Title: 90/93 pt Avenir Black

Letter "r": 119 Snell Roundhand Black

Body: 15/18 pt Avenir Book

Dedication Page

Body: 17/24 pt Baskerville Italic; 17/24 Baskerville Regular small caps, Itsp 100

Title Page

Header: 28/32 pt Avenir Black; Avenir Medium Oblique

Body: 12/17 Avenir Book

Contents

Header: 32 pt Avenir Medium

Body: 16/24 pt Avenir Book

Type repair cover

Header: 38 pt Avenir Black

Subheader: 18/20 pt Avenir light

Type repair page

Body: 12/17 pt Avenir Book

Date: 14 pt Avenir Black, caps, Itsp 50

Before/After: 16 pt Avenir Medium Oblique

Typography

Fundamentals/ UC Berkeley design 450.9-027: 11 pt Avenir Book

Captions: 9/14 pt Avenir Book; 9/14 pt Avenir Heavy

Folio: 11 pt Avenir Medium

Colophon

Title: 32 pt Avenir Medium

Header: 14/16 pt Baskerville SemiBold Italic

Body: 12/16 Avenir Book; Avenir Heavy

Color

**Body,
Date,
Type repair cover:** Night (#0c0a0b)

Captions: Charcoal (#28231D)

Cover Header: Oil (#0c0a0b)
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